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HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10008156-1

IN THE U.S. PATENT AND TRADEMARK OFFICE
Patent Application Transmittal Letter

COMMISSIONER FOR PATENTS
Washington, D.C. 20231

WRONG DOCKET #

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is a(n): ☒ Utility ☐ Design
☒ original patent application,
☐ continuation-in-part application

INVENTOR(S): Darrel D. Cherry et al.

TITLE: CONTROLLED CUSTOMIZED ADVERTISING METHODS IN MEDIA

J1017 U.S. PTO
09/872668
06/01/01

Enclosed are:

- ☒ The Declaration and Power of Attorney. ☒ signed ☐ unsigned or partially signed
☒ 4 sheets of drawings (one set) ☐ Associate Power of Attorney
☐ Form PTO-1449 ☒ Information Disclosure Statement and Form PTO-1449
☐ Priority document(s) ☐ (Other) (fee \$)

CLAIMS AS FILED BY OTHER THAN A SMALL ENTITY				
(1) FOR	(2) NUMBER FILED	(3) NUMBER EXTRA	(4) RATE	(5) TOTALS
TOTAL CLAIMS	14 — 20	0	X \$18	\$ 0
INDEPENDENT CLAIMS	3 — 3	0	X \$80	\$ 0
ANY MULTIPLE DEPENDENT CLAIMS	0		\$270	\$ 0
BASIC FEE: Design (\$320.00); Utility (\$710.00)				\$ 710
TOTAL FILING FEE				\$ 710
OTHER FEES				\$
TOTAL CHARGES TO DEPOSIT ACCOUNT				\$ 710

Charge \$ 710 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

"Express Mail" label no. EL740531615US

Date of Deposit June 1, 2001

I hereby certify that this is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to: Commissioner for Patents, Washington, D.C. 20231.

By Devin R. Jensen
Typed Name: Devin R. Jensen

Respectfully submitted,

Darrel D. Cherry et al.

By Devin R. Jensen
Devin R. Jensen

Attorney/Agent for Applicant(s)
Reg. No. 44,805

Date: June 1, 2001

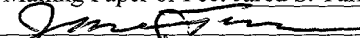
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Typed Name of Person Mailing Paper or Fee: Jared S. Turner

Signature: 

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DOCKET NO. 10008156-1

CONTROLLED CUSTOMIZED ADVERTISING METHODS IN MEDIA

INVENTORS:

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